

**WBTV**  
**Charlotte, NC**  
**Significant Issues and Responsive Programming**  
**July 1 – September 30, 2012**

Following are the categories of issues/concerns determined by WBTV to be of significance in the service area. Under each are described typical and illustrative programs, broadcast during the period, to address those problems and needs. This listing is representative only. It is neither a comprehensive listing of all needs of the service areas as ascertained by the licensee nor the totality of the licensee's responsive programming to those needs.

Applicable CBS/network programming is attached by hard copy. All responsive local programming produced outside the already dedicated newscasts is aired in prime access time periods.

Utilizing information gathered from news personnel, WBTV staff members, local community groups and leaders, and viewer research the following list has been compiled and is the most current significant problems, needs, and interests within our community today. Below is a representative list:

**Economy**

**Public Safety**

**Social/Human Services**

## **WBTV NEWSCASTS:**

### *Monday – Friday*

5:00-5:30 a.m.  
5:30-6:00 a.m.  
6:00-7:00 a.m.  
12 Noon-12:30 p.m.  
4-4:30 p.m.  
4:30-5 p.m.  
5:00-5:30 p.m.  
5:30-6:00 p.m.  
6:00-6:30 p.m.  
7:00-7:30 p.m.  
11:00-11:35 p.m.

### *Saturday*

5:00-8:00 a.m.  
6:00-6:30 p.m.  
11:00-11:35 p.m.

### *Sunday*

5:00-7:00 a.m.  
6:30-7:00 p.m.  
11:00-11:35 p.m.

A Monday-Sunday 10:00-10:30 p.m. Newscast is also produced for another local station (WJZY).

## **REGULARLY SCHEDULED NEWS SEGMENTS:**

### ***“Inside CMS” Monday, 5:00-7:00 a.m., 5:00-6:30 p.m.***

WBTV reporter Dedrick Russell takes an in-depth look at the Charlotte-Mecklenburg School System and reports on a variety of issues or “good news” happening within the schools. The Charlotte-Mecklenburg Schools are the largest school system in the Charlotte DMA; 30% of Charlotte DMA residents reside in Mecklenburg County.

### ***“What’s Going Around” Wednesday, 5:00-7:00 a.m.***

Special segment on illnesses going around in the Charlotte DMA. County by county analysis provided with a listing of cold/flu/virus’ going around. This information is obtained from local doctor’s offices/medical centers in the Charlotte DMA.

### ***“See, Click, Fix” Tuesday and Thursday, 5:00-7:00 a.m., 5:30-6:00 p.m.***

WBTV anchors Christine Nelson and John Carter follow up on viewer issues reported through the See, Click, Fix section of WBTV.com.

***“Business Beat” Weekdays 4:00-5:00 p.m.***

Using Skype technology we have a weekly segment with reporters from our news partners at the Charlotte Business Journal. Issues affecting local business and trickling down to local households are addressed.

***“Stretching Your Dollar” Monday, 5:00-5:30 p.m.***

WBTV News anchor Maureen O’Boyle highlights ways to save viewers money. Stories range in topic from saving on utility bills to spending less on beauty supplies.

***“Protecting Your Cyberturf” Thursday, 5:00-5:30 p.m.***

WBTV anchor/ reporter Kristen Miranda and contributor and cyber-safety expert Theresa Payton provide On Your Side information to help viewers protect their personal information from cyber criminals. The segment also frequently focuses on protecting children from online predators. The segment also educates viewers on new cyber-lingo and technologies.

***“CrimeStoppers” Thursday, 6:00-6:30 p.m.***

WBTV anchor Paul Cameron works closely with Charlotte-Mecklenburg police to profile unsolved crimes

***“Problem Solver Investigations” Various weeknights, 6:00-6:30 p.m., 11:00-11:30pm***

WBTV anchor Jamie Boll investigates viewer problems and searches for solutions.

***“Cover Story” Monday-Friday, 7:00-7:30 p.m.***

Reporter Jeff Atkinson takes an in-depth look at a current community issue affecting our area.

***Government 5:00-6:30 p.m.*** (various weeknights)

WBTV News 3 focuses extensive coverage of major government issues that affect local taxpayers. A recent major issue includes delays in the construction and repairs of major Charlotte area highways.

***3 ON YOUR SIDE*** (included in all Newscasts)

Focused beats assigned to key anchors with demonstrated viewer benefit. Consumer, Health, Product Recalls, etc. are just some of the stories that have the “On Your Side” viewer benefit. These “On Your Side” stories air in every WBTV newscast daily.

## **WBTV SPECIAL LOCAL PROGRAMMING:**

### ***Carolina Camera – Three episodes aired in 3Q 2012***

July 25, 9-10 p.m.

August 22, 10-11 p.m.

August 29, 9-10 p.m.

### ***Survive and Thrive the DNC –***

WBTV aired a half-hour special on the DNC –

Special aired Tuesday, August 21, 7:30-8 p.m.

## **WBTV SPECIAL PROGRAMS AND PROJECTS:**

WBTV Ben & Jerry's Give a Pint/Get a Pint Blood Drive – Thursday, July 12

WBTV co-sponsored an American Red Cross Blood Drive with Ben & Jerry's Ice Cream.

24 Hours of Booty (charity bike ride racing funds for Lance Armstrong Foundation) – 7 p.m. Friday, July 27 to 7 p.m. Saturday, July 28, 2012

Kelly Franson was the emcee of the event the cancer survivor dinner the evening prior, and also kicked-off the bike ride that Friday evening.

Appalachian Summer Festival – June 30 – July 27, 2012

A series of arts & cultural events taking place in the mountain counties of the Charlotte DMA.

Historic Morganton Festival – September 7 & 8

Sunset Jazz Festival – September 8

A free jazz festival that takes place in the SouthPark Mall outdoor amphitheater. WBTV partnered with Pride Communications to co-sponsor the festival.

Be the Match 5K Walk/Run – September 29

WBTV co-sponsored Be The Match, a Walk to benefit the bone marrow typing organization Be the Match.

## **SIGNIFICANT ISSUES:**

### **ECONOMY**

*7/23/12 Stretching Your Dollar – Back to School Apps (5:00 p.m., 1:40)*

Maureen O'Boyle does a stretching your dollar segment on apps that are saving families money on back to school shopping. Shop Savvy is just one of them,

you can scan the item with your phone and it will automatically search out other prices for that item.

*7/24/12 Lowe's Job Fair (4:00 p.m., :55)*

WBTV Reporter Steve Ohnesorge reports on a job fair at Lowes Home Improvement in Wilkesboro; local officials say that's like a new plant coming to town, but they don't have to wait for it to be built, and these jobs are ready now....in fact some of the positions need to be filled today.

*7/31/12 Property Revaluation (6:00 p.m., 1:10)*

Property revaluations in Cornelius, NC are being called fraudulent... Dale Arrendale says there's a misconception about the people fighting their property revaluations at the lake...an idea that last year's tax hike won't really hurt them. "I retired last year. And you know, my taxes at \$12,000 a year were enormous. I've still got college for a kid. And then I got a tax bill for \$5,000 more than I had the previous year. Now, where do I get that money in this economy?" County officials claim that's far from the truth. They stand behind last year's revaluations. But, because thousands of people have been so angry... TRACK...County commissioners agreed to hire a third party...Pearson's Appraisal Service...to evaluate the public's concerns. Pearson's first meeting with homeowners was last night in Matthews, tonight's will occur in Cornelius.

*8/11/12 Goodwill (6:00 a.m., 1:26)*

WBTV's stretching your dollar reporter Maureen O'Boyle tours the Goodwill store and found teens back-to-school shopping at the well know resale store. Beautiful clothes in very good shape are available for amazing deals. It's a great place for budget conscious families to consider for back-to-school shopping.

*8/20/12 Stretching Your Dollar – Consignment Store (5:00 p.m., 1:26)*

Maureen O'Boyle does a stretching your dollar segment on Clothes Mentor on Kings Drive in Charlotte. They take designer items and every day brand names like Ann Taylor, Banana Republic, Chicos and Talbots. The store is selling gently used clothing for about 70% off its original price.

*8/27/12 Stretching Your Dollar – School Clothes for Kids (5:00 p.m., 1:16)*

Maureen O'Boyle does a stretching your dollar segment on back to school shopping for your kids. For gently used clothes, you can try the Assistance League Thrift Store on South Tryon. Name brand clothes, in GREAT shape available for a fraction of the cost of new.

*9/17/12 Stretching Your Dollar – Coupon Star (5:00 p.m., 1:19)*

Anna Lemley uses rewards programs all over. If you do too, here's the web site to remember: "Saving Star.com" Unlike other sites that allow you to print coupons to redeem in the store, this site banks the savings in an online account. Setting up an account is simple and free. Enter the account numbers on your grocery and drug store loyalty cards, then all you have to do is activate which

coupons you want. When you buy the product, the coupon amount will be credited to your Saving Star account. You can receive a full payout when you reach \$5.00.

*9/24/12 Stretching Your Dollar – Fall Plants (5:00 p.m., 1:41)*

At most nurseries and garden centers perennials we typically buy in spring are now drastically reduced! I see some buds on this so for five dollars you can spruce up your yard and it's going to be better for it than if you planted in the spring? Ken explains we still have a lot of growing season until our first hard freeze. The ground is still warm but the air is cooler and a lot less humid and the roots tend to develop a little bit better in the fall and the winter actually break out of their root ball and much better prepared to handle the heat next summer.

## **PUBLIC SAFETY**

*7/4/12 Protecting Your Cyberturf – Google and Apple Maps (5:00 p.m., :55)*

Today cyber expert Theresa Payton broke the news - that Google - and Apple - are trying to get even closer - take even clearer pictures of her house - of your house. These are the equivalent of digital spy cameras – these are high resolution pictures... such detailed photos in the wrong hands could be a security risk... should there be a way to opt out?

*7/6/12 Protecting Your Kids – (11:00 p.m., 1:21)*

A man in Statesville, NC tried to kidnap a child by luring them with candy. WBTV did a story on how to keep your children safe from predators, especially during the summer months when they are outside more and even more vulnerable.

*7/11/12 Protecting Your Cyberturf – Facebook Email (5:00 p.m., 1:07)*

If someone knows your name they can figure out the email address - and their note shows up right in your timeline. "someone not even connected to can email that address and post on your wall." Theresa worries this will increase the amount of spam you'll get. But the fix - she says - takes less than five minutes. Go into your privacy settings and click a couple of buttons - one to tell Facebook you don't want people to be able to see what that email address is - and other to keep the messages that ARE sent - from appearing in your timeline.

*7/18/12 Protecting Your Cyberturf – Facebook Faces (5:00 p.m., 1:34)*

Think of all the photos you upload to Facebook in a day - and multiply that by hundreds of millions of users worldwide. That makes for a pretty big database of faces - And now Facebook is taking facial recognition to a whole new level. You see this facial recognition software used when you tag someone in a photo - Now Facebook is buying something called Face dot com - software that will do a much better job identifying faces - and that raises some security concerns.

*7/25/12 Monitor Your Kids (5:00 p.m., 1:27)*

WBTV has a Cyber expert Theresa Payton... her advice today centered around keeping an eye on your kids activity online. "Be where your kids are online - get Facebook and Twitter accounts so you can watch their activity. Set parental controls on your web browsers. Tell your teens to hand over their email and social network passwords. And ask your cell phone provider what they offer to help you keep better track of what your teens do on their smart phones. Still the most important piece of advice - may also be the most difficult. "I still think the key is to talk to your children - find out what they're looking at."

*8/1/12 LinkedIn-New Competition from Facebook (5:00 p.m., 1:12)*

WBTV's Cyber expert Theresa Payton... in this segment she discusses differences between Facebook and LinkedIn, and the new Facebook feature that will include job links. Her advice is to clean up your Facebook so that if a potential employer is looking at your page it won't be offensive.

*8/8/12 On-Line Surf Engines-used by Criminals (5:00 p.m., 1:06)*

This Protecting your Cyberturf segment focuses on on-line search engines... Google is working on a way to track everyone's searches. This is supposed to help avoid crimes and prosecute people who have done something wrong... the question is, how will Google's search software determine the difference between someone plotting harm Vs someone who is simply curious.

*8/15/12 Phone Call Scam (5:00 p.m., 1:26)*

Tonight we've uncovered a phone scam - targeting older folks - scaring them into wiring money to another country. The scam preys on their fears - - that their children - their grandchildren - are in trouble. And one local woman is so upset that this happened to her dad that she wants to make sure it doesn't happen to anyone else.

*8/22/12 Cyber Security Incidents (5:00 p.m., 1:35)*

WBTV's Cyber Expert, Theresa Payton tells us about a Government group called G-First - Government Forum of Incident Response and Security Teams - a long title - but basically they're talking about the biggest threats to all of us happening in cyberspace.

*9/1/12 DNC Multi-Agency Communication Ctr. (6:00 p.m., 1:00)*

Most anywhere you go in, and even out of Uptown Charlotte... You will be on camera. This place will be the nerve center of DNC security info. Take a look at the name cards on the tables and see this operation involves agencies from all over the country. From local to federal... Even the US postal inspector will be here. They will be monitoring all aspects of safety.

*9/26/12 Boy Scout Funeral – Park Safety (6:00 p.m., 1:21)*

A local boy scout was killed during a hike at a local state park. WBTV offers park safety tips to keep our promise of being On Your Side.

*9/27/12 Dangerous Bus Stops (4:00 p.m., 1:19)*

It happened at this section of Steele Creek Road in southwest Charlotte. Neighbors say in order to get to the bus stop you have to cross the busy road. Today residents living in the area met with the city to try and make it safer. WBTV's Sarah Batista was on your side and gave information on how bus stops can be safer.

*9/28/12 On-Line Pharmacy Fraud –(12:00 p.m., :47)*

A warning in our health alert about buying prescription drugs from online pharmacies. Apparently one in four of us do it. But here's a scary number - only about three percent of online pharmacies are licensed and following the law. This is all according to the Food and Drug Administration - which says in many cases the drugs are counterfeit - and could hurt or even kill you. So the F-D-A is launching a new section of its website - called Be Safe R-X - on how to find safe online pharmacies.

## **SOCIAL; HUMAN SERVICES**

*7/6/12– Food Spoiling (6:00 p.m., :38)*

Any perishable foods that have been kept more than 2 hours at more than 40 degrees..you gotta throw it away. Leftovers, milk, eggs, yogurt. Things that would actually be okay to keep..butter, ketchup, even raw veggies. Moving to the freezer...if there are still ice crystals or it's 40 below..you can refreeze frozen meals, fruits and veggies. But the ice cream. It's gotta go. And here's another good tip..never taste food to see if it is safe. You can rely on its appearance or smell..so if you are unsure, as much as you hate to, throw it out.

*7/12/12– Pet Nutrition (11:00 p.m., 2:06)*

The obesity epidemic isn't just hitting people - Our **pets** are also getting fatter and fatter - Back in 1999 one group of researchers found 22 percent of dogs were obese. They looked again in 2007 and found 40 percent of dogs fell into that category. Then just last year as many as 55 percent of dogs could be categorized as obese. So the question is...with all of the so-called healthy food on the market - why are our pets so overweight?

*7/13/12– Facebook Features (4:00 p.m., 1:29)*

Facebook recognizes it can be a tool for bullies, and starting this week, it's giving bullying victims some tools of their own. Now, teen users can tell Facebook a certain post is a problem, and Facebook will narrow down the issue by asking whether the teen just doesn't like it...or it's really harassment. From there, the teen is prompted to communicate directly with the bully and ask her to cut it out...or block her.

*7/18/12– AME Zion Meeting (5:30 p.m., 1:13)*

It is expected up to 10 thousand people will be in attendance and pump millions of dollars into the city's economy. Little Rock AME Zion located right here in



Charlotte is hosting this year's convention. It's been 24 years since the convention has been in Queen City and many thought it was time to come back. AME Zion is global. There are churches on 5 continents and some attendees are coming as far away as Africa to participate. The convention is in Charlotte at a time when African Americans are struggling when it comes to employment, education, and healthcare. The church plans to address those issues during the convention.

*7/23/12– Rock Hill Soccer (5:30 p.m., 1:56)*

This big field will be absolutely full of sixty boys and girls soccer teams starting first thing Wednesday morning, running through the weekend - it is a tournament Rock Hill fought very hard for, and there are very big implications. Today, young soccer enthusiasts, members of York County's Discoveries Soccer Club, pitched in to prepare the Manchester Meadows soccer complex in Rock Hill for its role as host of the U.S. Youth Soccer Championship Series. The boys are proud and excited. They say the tournament's been the talk of the town.

*8/3/12– No Grease Barbershop (6:00 a.m., 1:14)*

A Charlotte man is fighting to have this controversial symbol taken down before the DNC. The "Little Black Sambo" image is up outside "No Grease" barbershop in Uptown Charlotte, which is right outside of Time Warner Cable Arena. The symbol depicts blackface makeup where performers mimicked African American stereotypes. Charlotte business owner Jay Whipple says it is offensive and needs to go before visitors come to town in September, while the owner of "No Grease" sees it as a lesson in history.

*8/16/12– Are Eggs Bad? (5:00 p.m., 1:30)*

Has the reputation of the incredible edible egg been cracked? In the eyes of a Canadian study it has. It found said that egg yolks build up plaque and compare it to cigarette smoking. Steve Moreno's health food store is popular with shoppers, and so are the eggs he sells. He isn't so sure about the conclusions reached in the new study. "Most cholesterol don't begin with cholesterol in food in your diet. Basically the cholesterol issues are from the liver, excess intake of sugar can increase your cholesterol." If true, the study could send a shockwave through the dietary habits of Americans. Kelly Martin at Wink's BBQ prepares a lot of eggs every day...

*8/24/12– Amputees Barbershop (:00 p.m., :)*

A Charlotte man is fighting to have this controversial symbol taken down before the DNC. The "Little Black Sambo" image is up outside "No Grease" barbershop in Uptown Charlotte, which is right outside of Time Warner Cable Arena. The symbol depicts blackface makeup where performers mimicked African American stereotypes. Charlotte business owner Jay Whipple says it is offensive and needs to go before visitors come to town in September, while the owner of "No Grease" sees it as a lesson in history.

9/13/12– *Dog and Family Reunited* (4:00 p.m., 1:25)

A family reunited with their dog three years after it disappeared. We'll show you the emotional reunion and tell you how a local family was able to track down the dog's owner.

## **WBTV EDITORIALS, 3Q 2012:**

*"Speak Out" is an expression of opinion from the Editorial Board of WBTV, and is presented by General Manager, Nick Simonette. WBTV's Speak Out Editorials air two-times per week in various Newscasts.*

### **WBTV Speak Out Editorial: Make America Special Again**

You may have recently heard parts of a high school commencement speech from Massachusetts. David McCullough reminded the graduating seniors that they were "not special." There are thousands, maybe millions, of 18-year-olds just like them. Furthermore, he said they'd been "pampered, doted upon, fawned over," and basically told that they were terrific simply because they existed. And it got us to thinking: isn't that our country as a whole these days? Well, we're now learning some harsh realities. The world doesn't melt whenever we speak. We're having to import scientists, mathematicians, and physicists because ours aren't up to the tasks. We export jobs for the sake of the almighty buck. Our politicians slam each other, not for the good of the nation, but for the advancement of their own careers. We're a country saturated with crooked leaders, cheating ball players, deadbeat dads, and general lawbreakers. We exalt athletes and entertainers, while barely acknowledging the hard work and dedication of our teachers, soldiers, and public safety officials. We make it tough on the average Jane and Joe, who put in a full and difficult day's work to provide for their families. I'm painting with a broad brush, but don't you see this more and more in our country? I don't know about you, but I don't want to witness the decline and fall of the American civilization. So, what do we do? Well, on this Independence Day, let's break away from complacency, from total self-interest, from doing the minimum it takes to "get by." Demonstrate integrity in our lives, show enthusiasm at work, accept responsibility, go "above and beyond" in whatever we take on. In line with the conclusion of Mr. McCullough's speech, this is the time for today's parents to return America to its "special" status... if not for ourselves, then for our children and our children's children.

### **WBTV Speak Out Editorial: The American Red Cross Blood Drive**

Most of us don't have to think about our own blood on a daily basis. But for those who depend on new supplies of its life-giving qualities, blood is always on their minds. The American Red Cross has now dropped to crisis levels, with 50,000 fewer donations than expected for June. This leaves them with half the readily-available blood products on hand than they had at this time last year. In order to make up the deficit, the Red Cross needs your help now. They're calling on all eligible blood donors to give blood as soon as possible. Blood types especially in need are O positive...O negative...B negative...and A negative....but any type will help. The Red Cross has two local donor centers -- open 7 days a week --

where you can make a donation: one in Charlotte on Park Road and a second in Huntersville. And on July 12<sup>th</sup>, WBTV will sponsor "Give a Pint/Get a Pint," in partnership with Ben & Jerry's and the American Red Cross. Donate blood and receive a coupon for ice cream. Visit [RedCrossBlood.org](http://RedCrossBlood.org) or call 1-800-RED-CROSS for a list of donor locations. Give blood and give life this summer.

### **WBTV Speak Out Editorial: Small Choices, Big Consequences**

One act or decision can change everything. Well, on the morning of May 29<sup>th</sup>, 14-year-old Andrew Wright missed his school bus. So, he decided to ride his bike to school. He did not wear a helmet. Tuesdays are trash collection days in his Charlotte neighborhood. Containers lined the sidewalk. Andrew was trying to maneuver his way around them. He clipped a trash bin, and lost control. At that moment, a tractor trailer truck was passing. Andrew fell into the roadway, and was hit and killed. Police ruled it an accident. A tragedy for his family and his friends. A tragedy for the truck driver who will never forget. And those whose trash cans blocked the sidewalk must question what role they played. Could this accident have been prevented? Well perhaps. But life comes down to reducing the percentages. Parents, make your kids wear a safety helmet. There are state and local laws requiring it...but your motivation should be crystal clear. It could save their lives. Charlotte has an ordinance against blocking sidewalks with trash containers. Just don't do it. Don't put another person at risk. And we drivers can all do a better job of slowing down and paying attention. Nothing can bring back a life lost in a tragic accident. Let's reduce the percentages.

### **WBTV Speak Out Editorial: Be a Parent Not a Friend**

The teenage daughter of one of our Editorial Board members made an interesting observation recently. She pointed out a facebook post to her father on a friend's page. It read something like this: Be a parent and not a friend to your child. After all, your child will have many friends, but they have only two parents. As we continue our editorial series on the importance of parenting, our board gravitated toward this concept. Your role as the parent of a child is the most important relationship you and your child will ever experience. Are you leading by example? Are you establishing proper boundaries? Are you giving them the tools to handle themselves independently? Have you established a firm sense of right and wrong? Do they respect themselves and others? Are they accountable for their actions? Their friends will not be the ones answering those questions. This job falls squarely on the shoulders of parents and yes – it is a difficult and demanding task. Show your kids you love, care for and support them, but remember – they have many friends, but only two parents. Nobody else can have the type of impact on their lives that you can.

### **WBTV Speak Out Editorial: The Most Important Job**

Many of us have a very important job. This job pays no salary. It offers no vacation, sick days or even 401K... You may often not even receive thanks. But, it can be the most satisfying and rewarding one we'll ever have. That job is being a parent. And many of us have a lot of work to do. That's why for the next few weeks our SpeakOut editorials will focus on parenting. I can't speak for

everyone, but from an early age my parents instilled in me the value of a strong work ethic and good moral values. They taught me to have respect for myself, and most especially to respect my elders. When you look around at the youth of today, it appears as though these values aren't as important. It's common to see children back-talking parents, grandparents, authority figures and people in general. Many seem to have a total disregard for themselves as well as everyone else...with no fear of consequences. Add today's technology and social media to our multitasking, fast-paced lifestyles and we've got a perfect storm of parental challenges. What's the answer? Well, it could be very simple. Limit the use of cell phones, computers and TV. Get to know your kids and let them get to know you. Teach that golden rule. Do your kids the biggest favor any of us can do. Be a positive influence...make a difference...and be a parent.

### **WBTV Speak Out Editorial: Don't Pawn Off Child-rearing**

As we continue our editorial series on parenting, we would like to hear from of you -- Speak Out. Go to [wbtv dot com](http://wbtv.com) and look for the Speak Out tab on the homepage of our website. Send us your input and reactions and we may air them in our final parenting segment later this week. As we were passionately discussing parenting among our board, one of the members posed an interesting question. We'll ask you the same one... Do you let other people manage your checkbook, bill payments, savings accounts – basically your money? If you can't fathom that, consider how much time your children spend in the care of others. School, daycare, after-school care, baby sitters, grandparents, friends... All of these people influencing the way your child thinks and how he or she views the world. It was a sobering thought for the members of our board. More of an "Ah-ha" moment than a guilt-ridden reaction to a finger-pointing speech. Our recent editorials have dealt with the boundaries between parenting and friendship, and the importance of being a parent and setting an example. In the end, all of us will agree that our most precious assets are our children. Take a step back every once in a while and make sure they know it. Give them your undivided attention -- the special time they need. There is an old saying that kids spell love – T-I-M-E. Make it count...make a difference and show your love by being a parent.

### **WBTV Speak Out Editorial: Snyder's-Lance: Thanks for Your Generosity**

The Queen City is fortunate to be home to many national corporations. One great benefit that offers Charlotte is the resources these businesses make available to the people of the city. The Snyder's-Lance Company provides an example of this generosity, as it celebrates the 100-year anniversary of the Lance brand. The Lance Foundation will make one-time grants totaling 1 point 5 million dollars to 13 Charlotte-area non-profit organizations. With help from the Center for Corporate Philanthropy at Foundation for the Carolinas, Snyder's-Lance reviewed nearly 100 applications from local non-profits. The 13 selected are varied in the services they provide, and will therefore help many throughout the Charlotte community. The Hornets' Nest Council of the Girls Scouts received funds to build the Oak Springs Girl Scout Camp. Project L.I.F.T. put their grant towards supporting educational efforts in the classroom. The Second Harvest Food Bank will expand the organization's current backpack program. And Loaves

and Fishes will now be able to purchase an 18-foot panel truck for food deliveries to pantries and to pick up donations from local food drives. In addition, Snyder's-Lance will make product donations and provide volunteer opportunities for its associates. Congratulations to Lance for 100 years...and thank you for celebrating in such a big way. Happy Anniversary!

### **WBTV Speak Out Editorial: Responses on Parenting**

We recently completed an editorial series challenging parents to take a more active role in their children's lives. We discussed the importance of being a parent...and not a friend. How children really spell love T-I-M-E...and how parenting is really our most important job. As we sort of expected, no one wrote in to that our stance was wrong. In fact, a number of viewers took time to say they agreed with us. For instance Ms. Jo Ann Duprey of Mt. Mourne wrote.... "I am so tired of watching kids who are totally out of control, at home and in public." "Run this two or three times a year." Ms. Regina Brinneman recalls an earlier, simpler time for families.... "I am not sure how the 'family' has been left out of so many things. I realize everyone is busy, or think they are, and the smallest thing like sitting down to dinner together does not happen." And Mr. Bill Bachelor of Blowing Rock reminds everyone that schools are not responsible for shaping the most important aspects of a child's life. That is up to parents. "We need parents who have strong educational values, discipline their kids, and teach their kids." We appreciate everyone who took time to write. If you did not see all of our parenting series, you can always find our editorials on our website. Look for the SpeakOut page under the community tab on WBTV dot com.

### **WBTV Speak Out Editorial: It's About Time**

When Charlotte-Mecklenburg school teachers get their paychecks this month, they will find something they haven't seen in years -- A PAY RAISE! A three percent one. And we say it's about time. CMS teachers have gone almost four years without a bump in pay. Even without that raise, teachers still managed to get the job done. Test scores are up in certain subjects. And thanks to their hard work, CMS was named the top urban school district in the nation. Teachers earned that raise, but they deserve more. State lawmakers should find a way to catch all teachers up. We've read the comments from people who say that since teachers work only nine months out the year they should not complain about their pay status. But these days, teachers do more than just instruct. They are also social workers, caretakers, and sometimes their even providers for students who don't have much. Teachers are our unsung heroes and should be shown how much they are appreciated through a raise year after year. North Carolina teacher pay is still ranked at the bottom throughout America. That should change. We know you won't get rich by becoming a teacher but they should be able to live comfortably. If you think teachers should get another pay raise next year, write your state leaders and urge them to start finding money now to fund teacher raises. They shouldn't have to go another four years without a raise.

### **WBTV Speak Out Editorial: Back to School Safety**

It's hard to believe that summer is almost over. We all know what that means -- it's back-to-school time. Whether we have children in school or not, we should all take note that a new school year is fast approaching. Buses will be rolling and there will be a lot more vehicles on the road. Now's the time to make a concerted effort to stay alert and be smarter behind the wheel. Build in some extra time for your commute...always look twice...stop at all crosswalks... and obey school zone speed limits. And remember that kids, whether they're walking, driving, or riding bicycles, can be very unpredictable. Expect the unexpected. Also, those of us who have children in school should take a minute to talk to them about highway safety. Remind them to stay alert around vehicles no matter where they may be heading. That it's important for them to look twice and follow pedestrian rules of the road. And to people of all ages, please remember that texting while driving – or even while walking – can have deadly consequences. So, let's all use good common sense, good judgment, and have more patience with each other. We can help make this a safe and happy start to the new school year.

### **WBTV Speak Out Editorial: "Fracking" in NC - Worth Investigating**

Several weeks ago our state senate approved a law to legalize hydraulic fracturing, or "fracking," in North Carolina.

Fracking is a process that uses pressurized water to help retrieve natural gas buried deep within the soil. The senate vote comes with mixed reviews and questions. Is fracking safe? What are the long term effects? Who will monitor the process? And what economic impact will this have? Well, the answers you receive depend on who you ask. Special interest groups on each side put their particular spin on it. And let's be clear, just because fracking is now legal, that doesn't mean it's eminent. The new law calls for a 15-member commission to develop regulations, with potential groundwater contamination a point of special interest. And no permits will be issued before October of 2014. Economically, this is a win-win situation for landowners, gas companies, and job-seekers. North Carolina is believed to have nearly 1.7 trillion cubic feet of natural gas... much of it concentrated in Lee, Moore and Chatham counties – a region once known for coal mining. We're still years away from seeing any results, and we're aware of the environmental concerns. But the risks seem to be minimal, and we think approving the bill was a good thing for North Carolina. This has the potential to be an economic boon for many years to come.

### **WBTV Speak Out Editorial: Improving Runoff Elections**

Well, another primary season has come and gone and now it's on to the general election. You may not have noticed, but there was a primary runoff last month here in North Carolina. Fewer than 5% of registered voters showed up at the polls – and there were some hotly-contested races. If your candidate didn't win, sorry. But just think how much better his or her chances would have been if supporters had actually taken time to vote. This poor turnout is not surprising. Runoff elections repeatedly draw fewer voters than general or primary elections. But should candidates be chosen by just 5% of the populace? So, what do we do? A couple of ideas have been floated on how to solve the runoff quandary.

First, don't have a runoff. Whoever garners the most votes in the primary is declared the winner, even if he or she didn't receive the currently-required 40% of the vote. A second possibility is what's been called an "instant runoff." You vote for your top two or three choices. In case your candidate doesn't do all that well, you select your second or third favorite. From that, we hopefully get a palatable nominee. We're not sure that either method is the ultimate solution. But, they're better than wasting tons of time and money on runoffs where no one shows up to vote.

### **WBTV Speak Out Editorial: Eastland Mall Movie Mayhem**

Time Warner Cable Arena... The U.S. National Whitewater Center... The NASCAR Hall of Fame... And now, Eastland Mall movie studios? Recently, it was announced that the City of Charlotte will pay approximately \$13.5 million for the Eastland Mall property. Okay, but given our recent track record with Public/Private partnerships, let's make sure we are going into this venture with "Eyes Wide Open." Are we paying fair market value or a premium for property that the private sector cannot capitalize on? Has the proper due diligence been performed? Did an outside source review the business plan to ensure it conveys a realistic scenario? Did the powers-that-be follow the proper protocol for a decision of this magnitude? And perhaps most importantly, what happens if the proposed studios fail to materialize? It appears that this deal happened pretty quickly. We're not against progress and proactive management of our resources for growth. But is it too much to expect a certain level of transparency on decisions that commit our tax dollars to these ventures? In fairness, the funds are coming from bonds that voters approved specifically for Eastland Mall improvement. And, maybe the next Hunger Games will be filmed in east Charlotte. Or, we could be looking at another Whitewater Center or NASCAR Hall of Fame. Let's hope not.

### **WBTV Speak Out Editorial: Dan Ramirez - STILL a Community Leader**

Now days, it seems that politicians are always in the news for the wrong reasons. Scandals, missteps, inappropriate behavior – we never know what will come next. Enter Dan Ramirez. Ramirez, a former county commissioner led by example. He has been lifelong volunteer serving on several non-profit boards and assisting wherever he saw a need.

An amazing resume for a kid from a Barrio in Bogota, Colombia. And he is not done yet. In February, Dan Ramirez was diagnosed with ALS, better known as Lou Gehrig's disease. He could have retreated to the privacy of his home dealing with the challenge surrounded by family. That is not Dan's style. Instead, he is organizing a fundraiser at the Duke Mansion on August 28th. Proceeds of the event will go to support the [Joe Martin ALS Foundation](#). Once again, Dan Ramirez harnesses his influence to help others in our community. Margaret Mead once said, "Never believe that a few caring people can't change the world. For indeed that's all who ever have." Dan Ramirez is one of those people and we thank him for his continued service in the face of adversity. He now runs the ultimate race.

If you want to help, contact the [Joe Martin ALS Foundation](#) and lend a hand. You'll find a link for more information on our SpeakOut page at WBTV dot com.

### **WBTV Speak Out Editorial: Traffic Safety for DNC**

Several weeks ago, we had two horrific accidents on I-85 where traffic backs up merging onto I-77 south. If you drive that area, you know that long lines form and vehicles dart in and out jockeying for position...sometimes with deadly consequences. Back in January, one man was killed and another seriously injured while crossing the street uptown at Stonewall and College. We've already had 17 pedestrians struck and killed in Charlotte this year alone. And you can probably relay your own horror stories about problems on Independence Blvd., I-485, or anywhere else in the area.

The point is, we locals know these situations. But now, Charlotte has thousands of visitors coming into town who don't. Chances are, drivers are going to be unsure of the road signs... They may make last-minute lane changes...or not be ready for pedestrians darting across the street. Conventioneers uptown may be focused more on their day's activities than on where they're walking. And so, it's up to us – those who know better – to cut them some slack...to be on OUR best driving – and walking – behaviors. Drivers: pay close attention...slow down...allow for the unexpected. And if you're walking, take control of your own life. Get your head out of your cell phone. Don't jaywalk.

And don't assume drivers will be looking out for you. Let's get our guests into town and back home safely. Come to think of it, that might be a plan for us locals as well throughout the whole year.

### **WBTV Speak Out Editorial: Keeping the Peace at the DNC**

We're right in the middle of the highest-profile event the Queen City has ever hosted, the Democratic National Convention. One aspect that has impressed us is the way uptown security has been planned and executed.

The performance of the combined law enforcement force from Charlotte-Mecklenburg and across the country has been stellar. If you've been uptown, you've seen a mighty presence, designed not to threaten or to curtail activity, but simply to keep the peace. Whether on bikes, horseback or on foot, their show of strength has been impressive.

And it's worked. To this point, with thousands of visitors and with large groups protesting, there have been just two arrests. The officers' behavior has been impeccable. Even when intentionally challenged, they've been restrained, respectful, polite and professional. And we'd like to give a pat on the back to Chief Rodney Monroe, who has been a very visible and effective leader for this coordinated security effort. Now, we still have a bit more of the Convention to go. But so far, so good. To the thousands of officers helping make this an enjoyable, vibrant, and yet peaceful gathering, we say "Thank You."

### **WBTV Speak Out Editorial: Improving Education in Mooresville Schools**

A new school year begins, and students, parents and teachers are focusing their efforts on improved test scores and proficiencies. We'd like to single out the



Mooresville School District for some well-deserved praise. They were recognized for leadership in improving education through digital technology in the recent documentary: "Fixing Our Schools." Mooresville's school district...made up of 5500 students...ranks 100<sup>th</sup> out of 115 for per-student spending. But they're now second in test scores and third in graduation rate. How are they doing it? The big change came when Superintendent Mark Edwards cut back on the number of teachers, and used the money to give third graders through high schoolers Mac Book computers. Each laptop is leased from Apple for \$215 per year. Families pay \$50 to subsidize repairs, but the fee can be waived for those who can't afford it. The district also negotiated a deal so those without broadband internet access can get it for ten bucks a month. Three years ago, 73% of Mooresville students tested as proficient in math, reading and science. Today that number's at 89% -- a 22% increase. And the graduation rate has risen from 80% in 2008 to 91% last year -- a 14% gain. Well done. And if you're wondering if other school districts are interested in emulating Mooresville's success, there's is a waiting list for demonstrations through April of 2013.

### **WBTV Speak Out Editorial: Let's Keep the Queen City Clean**

When you're out and about today -- going to work school, or maybe just shopping -- take a look around. During the past few months, we have seen trees and shrubs trimmed, flowers planted, grass mowed, buildings and sidewalks power-washed. There's been a concerted effort to clean up trash -- both within the city and along the highways...

all in preparation for the DNC coming to Charlotte. Now that the Convention has come and gone, the Queen City is like a shiny new penny. Well, if we did all of this for "strangers" coming in for a short visit, wouldn't it be nice to keep our city clean and beautiful for those of us who live here? We can do this in a number of ways: by simply throwing trash in garbage cans...making sure that objects are secure in truck beds, and maybe making the effort to pick up someone else's careless littering when you can. If everyone is mindful of disposing of garbage correctly,

if businesses will continue the upkeep on their buildings and grounds, and if the city and state will do their parts,

then the Queen City can continue to have that clean-polished look we can all enjoy and be proud of. Let's not wait for the "next big thing" to come to town to make the effort.

### **WBTV Speak Out Editorial: Editorial Responses**

(Nick Simonette) A few viewer responses to our recent editorials: Ms. Kimberly Potter took strong exception to our suggestion that fracking in North Carolina was worth further investigation.... "It makes me feel truly ill to see articles like yours....If this is what it takes to have a good economy, I want NO part of it. I (know) you don't care about the planet you leave your kids, but I do." (Nick): Jo Ann Duprey responded to our series on parenting: "I'm so glad to see you doing this subject. I am so tired of watching kids who are totally out of control, at home and in public.... As school breaks approached, we'd see mothers in (our) store

complaining about how hard it was to find nannies and babysitters to care for the kids while they continued their usual schedules of lunch and shopping with friends."

(Nick): Ann Munday appreciated our stance on teacher raises, but sees problems in the system: "Thank you, WBTV, for your kind words about the teaching profession.... Up until the last year or so, I had never regretted becoming a teacher, but the state has finally beaten me down. I can no longer encourage my students to become teachers because I fear that they will be treated poorly as well." (Nick): But Melissa Duncan didn't want to hear it:

"Join the Club. I haven't had a raise in 6 years. I get the feeling teachers think they're something special."

(Nick): Well, we here at WBTV STILL feel teachers are something special. But thanks to all of you for writing in.

### **WBTV Speak Out Editorial: Chick-fil-A and Our Basic Freedoms**

At first we weren't going to address the Chick-fil-A controversy. But as this story unfolded we had to speak out.

Now first of all, we believe customers have a choice to decide who they want to patronize. And they should exercise that right. Now we get that. But what we don't get are the headlines we have been reading concerning this issue. Politicians saying they don't want Chick-fil-A to set up shop in their cities because of the restaurant president's statement on traditional marriage. And now, Davidson College has temporarily banned Chick-fil-A from campus events. We think Chick-fil-A is being punished for demonstrating a part of what America stands for: freedom of thought and freedom of religion. That's one of the beautiful things America was built upon. Let me be clear. VERY CLEAR: We are NOT taking sides in this chicken fight. We understand both arguments. But we are taking the side of America. Remember this from history class: the government has no constitutional right to restrict, or limit, or abridge, or ban our freedom of conscience or freedom of religion. So, if the government can't do that... Then why should some think they have the right to make people believe something they don't believe? All we're asking is, when this story pops up again, let America prevail.

### **WBTV Speak Out Editorial: Get Out & Vote!**

The most fundamental threat to any democracy is voter apathy, and the sad truth is, many of us do not vote. In North Carolina, there are nearly 6 and one half million registered voters. But in the last presidential election, only 66% of us cast our ballots. Now think back to 2008: the United States was engaged in two wars. The country was mired in economic recession. The housing market had collapsed and the banking industry had virtually imploded. Yet a third of the electorate did not exercise their most basic right as Americans. Look, we're not here to pick sides about which candidate has the better plan going forward. But if you'll be at least 18 years old on Election Day, you're a US citizen and a resident of North Carolina, we absolutely want to get you involved in the process. You can register by mail through October 12th. You may also register in person and vote

early during the "one-stop" voting period from October 18th through November 3rd. Abraham Lincoln famously called democracy "government of the people, by the people and for the people." So please, register today and vote on November 6 for whomever you decide is most fit.

### **PSA Schedules in place 3Q 2012:**

Avon Walk for Breast Cancer – Public Service Announcement encourages people to sign up for the Race.

WBTV/Ben and Jerry's Give a Pint/Get a Pint Blood Drive – WBTV partners with Ben & Jerry's Ice Cream to sponsor this American Red Cross Blood Drive in July.

24 Hours of Booty – A 24-hour bike ride which raises money for the Lance Armstrong LIVESTRONG charity.

Crop Walk – Public Service Announcement for the CROP Walk which takes place on October 14. WBTV is a co-sponsor of this Walk.

WBTV On Your Side Summer Food Drive – WBTV partnered with several clients – Wendy's and Keffer Hyundai to help raise money for Second Harvest Food Bank.

Race for the Cure – Susan G Komen Race for the Cure local WBTV promo with anchor Molly Grantham. Invites people to register for Race for the Cure.

United Way – A generic United Way spot encouraging people to give to the United Way.

### **"VIOLENT PROGRAMMING" SUMMARY OF COMPLAINTS:**

The Telecommunications Act includes the following provision:

204(d) Summary of Complaints: Each applicant for the renewal of a commercial or non-commercial television license shall attach as an exhibit the application a summary of written comments and suggestions received from the public and maintained by the licensee (in accordance with Commission regulations) that comment on the applicant's programming, if any, and that are characterized by the commentor as constituting violent programming.

Please note for the Third Quarter 2012 we have read through the "Letters from the Public" section of our public file, and there were no letters that spoke of "violent programming."